

*Smart
Interiors*

OF GOLD BOND INSULATION BOARD

PROPERTY OF

FOR NEW WORK...FOR MODERNIZING

Gold Bond

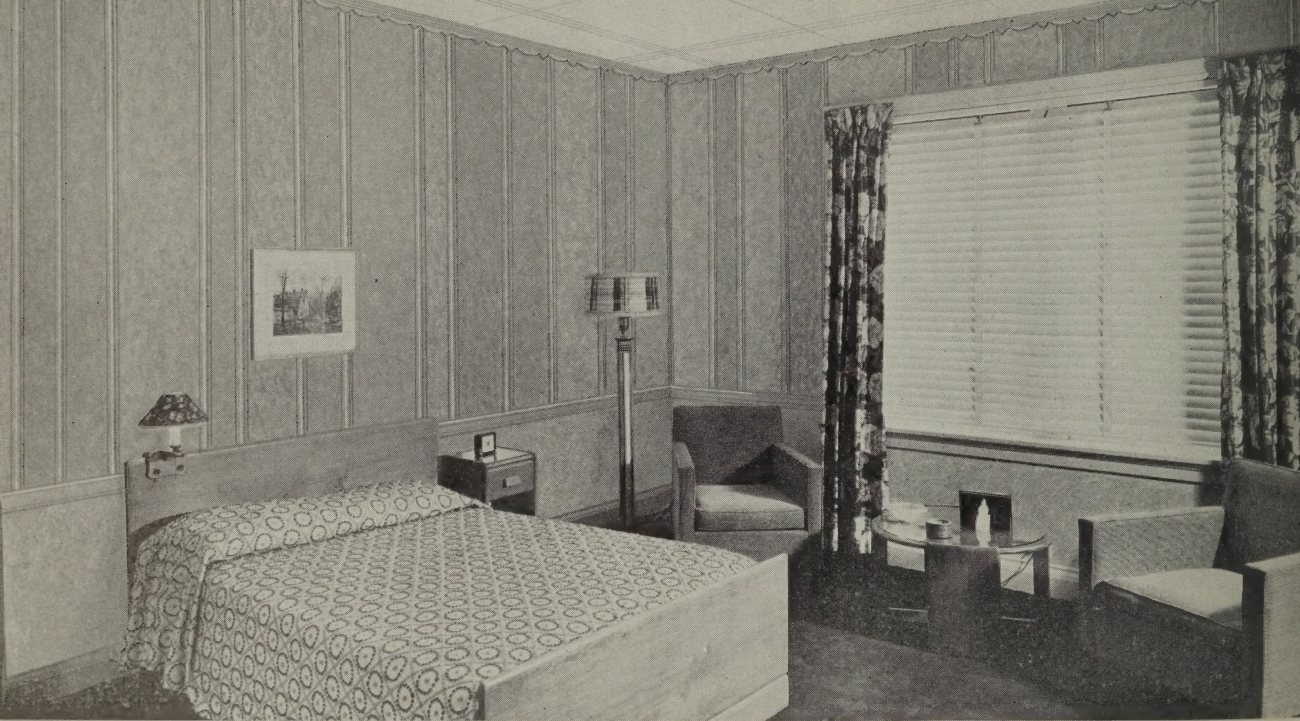
INSULATION BOARD, PLANK, TILE

3-IN-ONE PRODUCTS THAT DECORATE...
QUIET NOISE...INSULATE



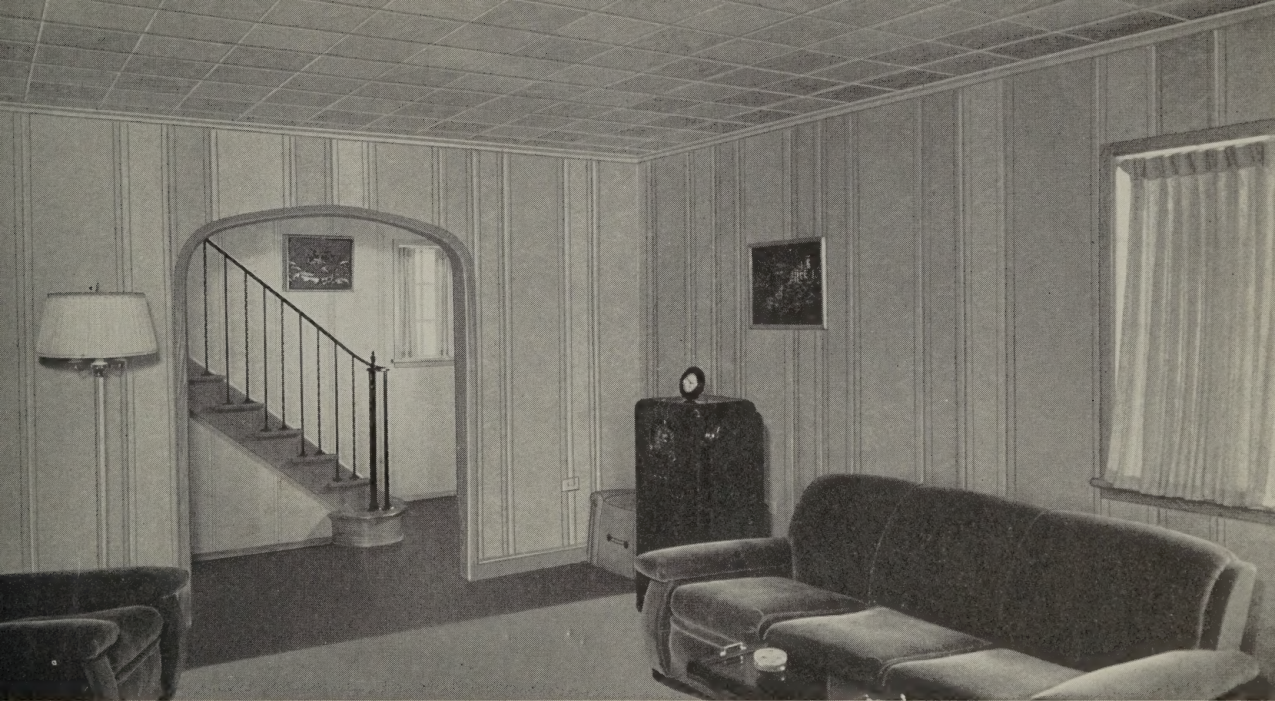
● Cozy living room in a new, one-floor plan residence, East Amherst, N. Y. Variegated Blends of Gold Bond Texture Finish Plank on walls, Tile on ceiling, provide a pleasing interior that insulates and reduces sound travel to adjoining bedrooms.

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BUILDING MATERIALS



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● *Friendly and cheerful is this bedroom . . . decorated, insulated and noise-quieted with Gold Bond. Walls are random-width Textured Plank in Variegated Blends. Textured Board below chair rail; grooved Sanded Finish Board on ceiling.*



● *In almost no time at all, old dingy-looking rooms can be made into handsome, up-to-date interiors with Gold Bond Insulation Boards. No painting or other decoration is necessary. The work is fast and inexpensive. No muss or fuss.*

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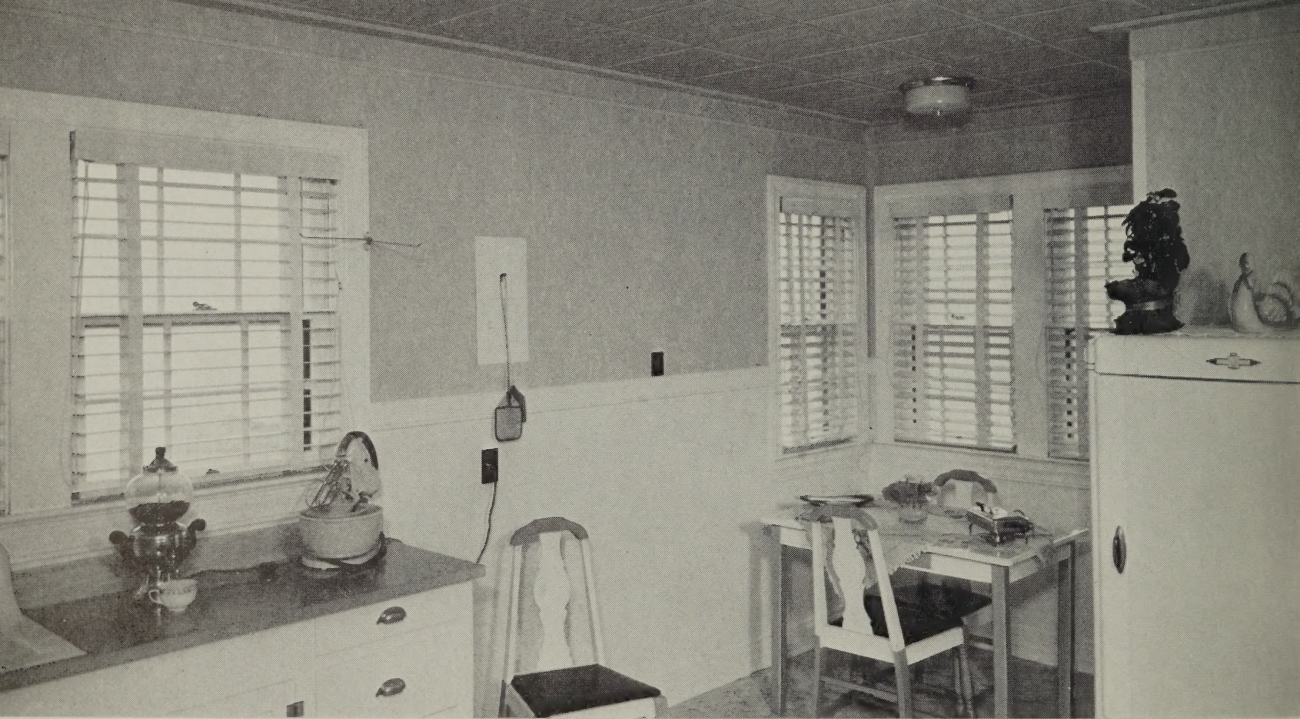
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● "Mexican Room" in the basement of a Hamburg, N. Y. residence, showing how the owner added a distinctive touch to the Texture Finish Plank walls with an appropriate design in oil colors. Low Density Tile on ceiling.



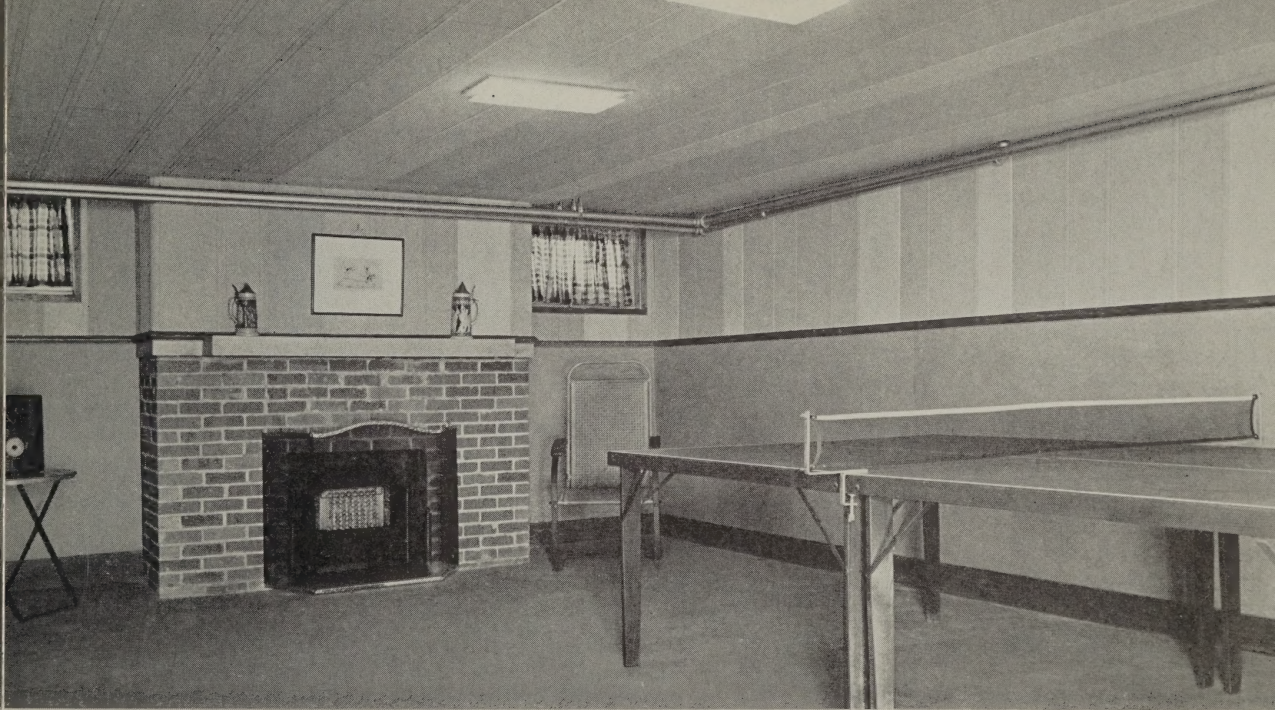
● *Gold Bond Insulation Board completely modernized this living room for little more than the cost of a good oil paint job! Texture Finish Plank and Tile were applied right over old cracked walls and ceilings.*

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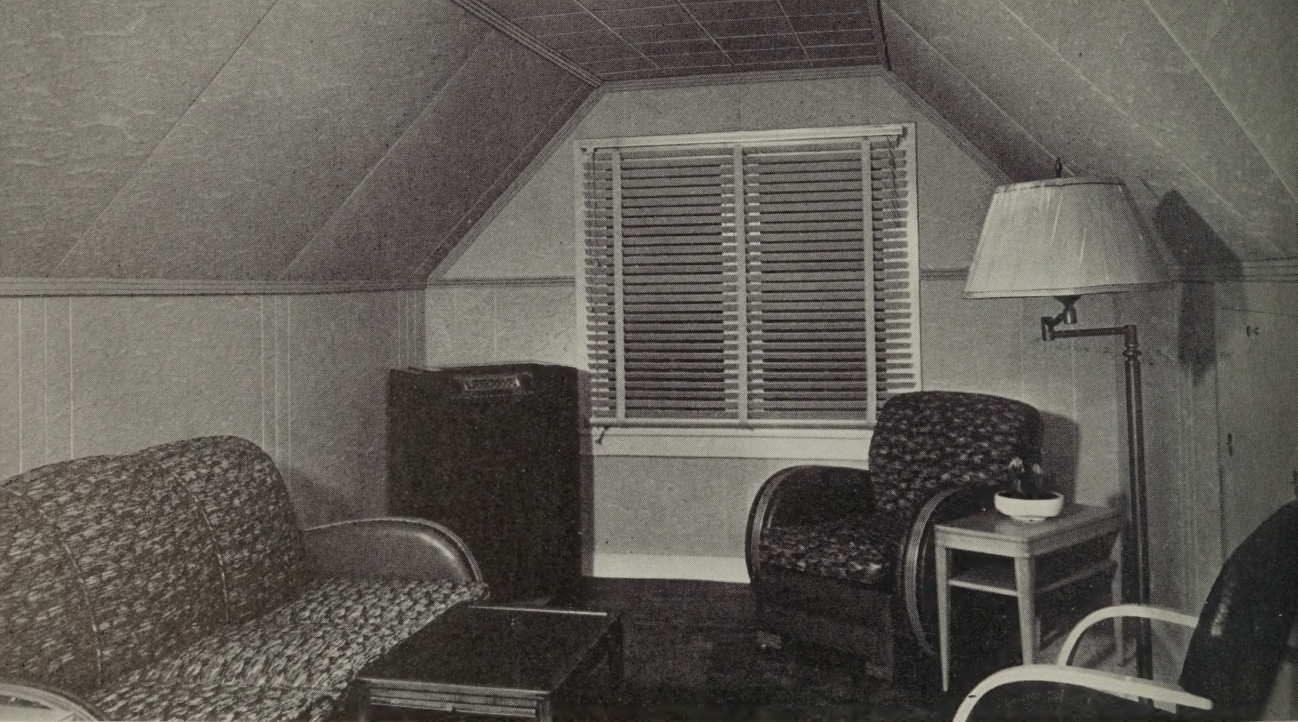
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● *What housewife wouldn't enjoy this trim, cheery kitchen? Well-insulated interiors like this are especially appreciated during warm months. Texture Finish Insulation Board on the upper walls, Textured Tile on the ceiling. Residence, Lawton, Okla.*



● *Nothing like a basement game-room for a place to have fun without disturbing the rest of the family! Here's a neat job in Pittsburgh, Pa., with noise-absorbing Sanded Finish Plank on ceiling and above wainscoting. An easy job for any carpenter.*

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• Take advantage of unused attic space to make a den, spare bedroom or children's play room . . . quiet, good-looking, cool in summer, cozy in winter. With Gold Bond Insulation Board the work is simple, inexpensive. Residence, Harlingen, Tex.



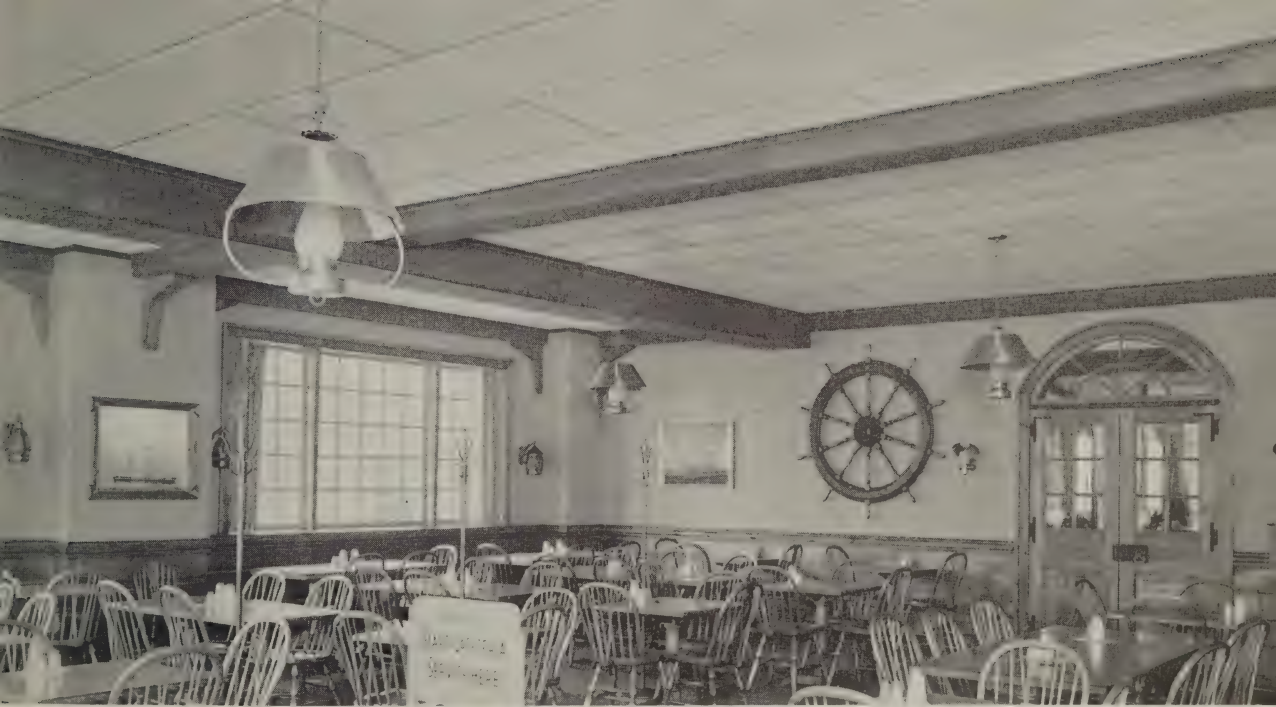
● *"When good fellows get together" in this club rathskeller, there's no need to soft-pedal merrymaking. Low Density Tile on the ceiling hushes noise within the room and prevents disturbance to people in other parts of the building.*

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● *Tavern, Newark, N. J., made appealing with a beauty treatment of Texture Finish Gold Bond Insulation Plank in Variegated Blends. Property owners can double rental values by modernizing with this 3-in-1 material.*



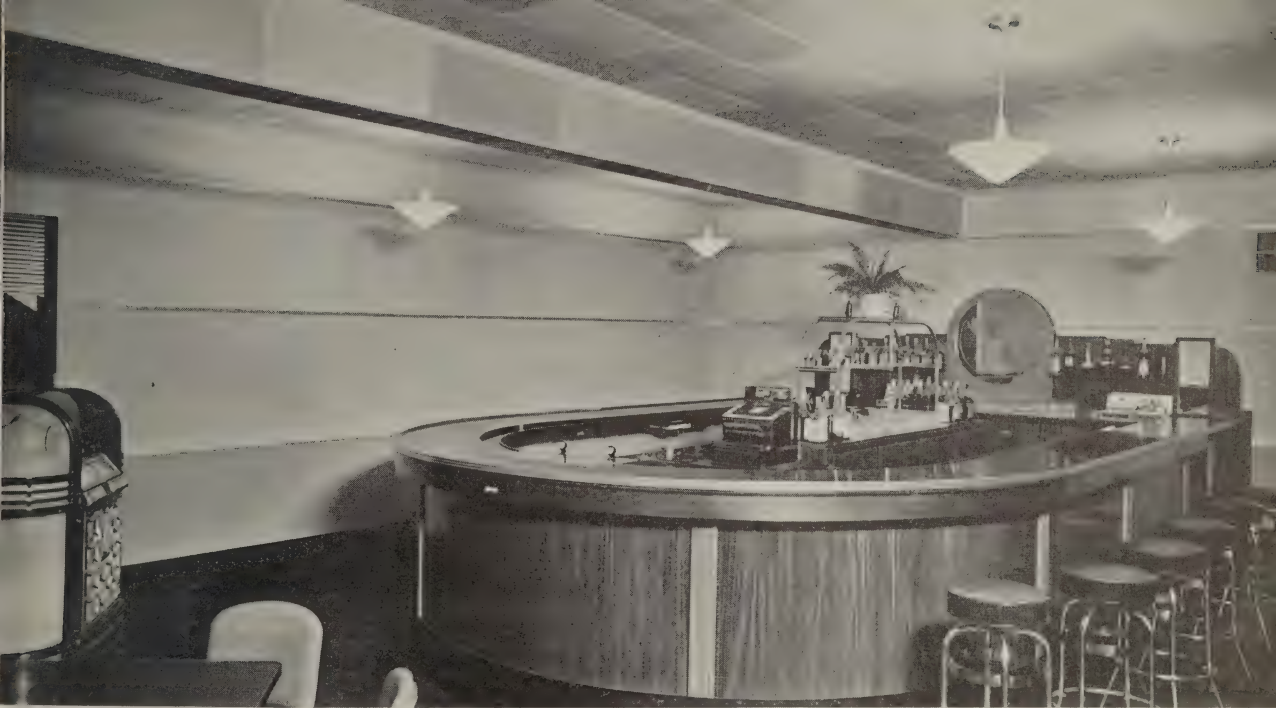
● *There's a tang of the "briny deep" about this popular restaurant in Lakewood, Ohio. The ceiling of Gold Bond Low Density Tile blends well with the hand-hewn beams and assures an enjoyable, quiet atmosphere.*

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● *Gold Bond Texture Finish Tile in soft, variegated blends helped transform this long-vacant second floor into a smart, well-patronized restaurant . . . quiet, cool in summer, easily heated in winter because it's fully insulated.*



● Here's an ultra smart beverage room in Waukesha, Wis. Gold Bond Textured Tile in Variegated Blends on the ceiling, Board panels on the wall above the wainscoting, trimmed with chromium moulding at the horizontal intersections.

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● *Gold Bond Low Density Tile effectively hushes the clatter of dishes, the shouting of orders and the buzz of conversation in this Rochester, N. Y., restaurant. Diners appreciate quiet, good-looking interiors like this.*



● *An eye-appealing combination! In this Cleveland, Ohio, restaurant, Gold Bond Texture Finish Tile in Variegated Blends was used on the upper walls, Low Density Tile on the ceiling, accented by massive, natural wood beams.*

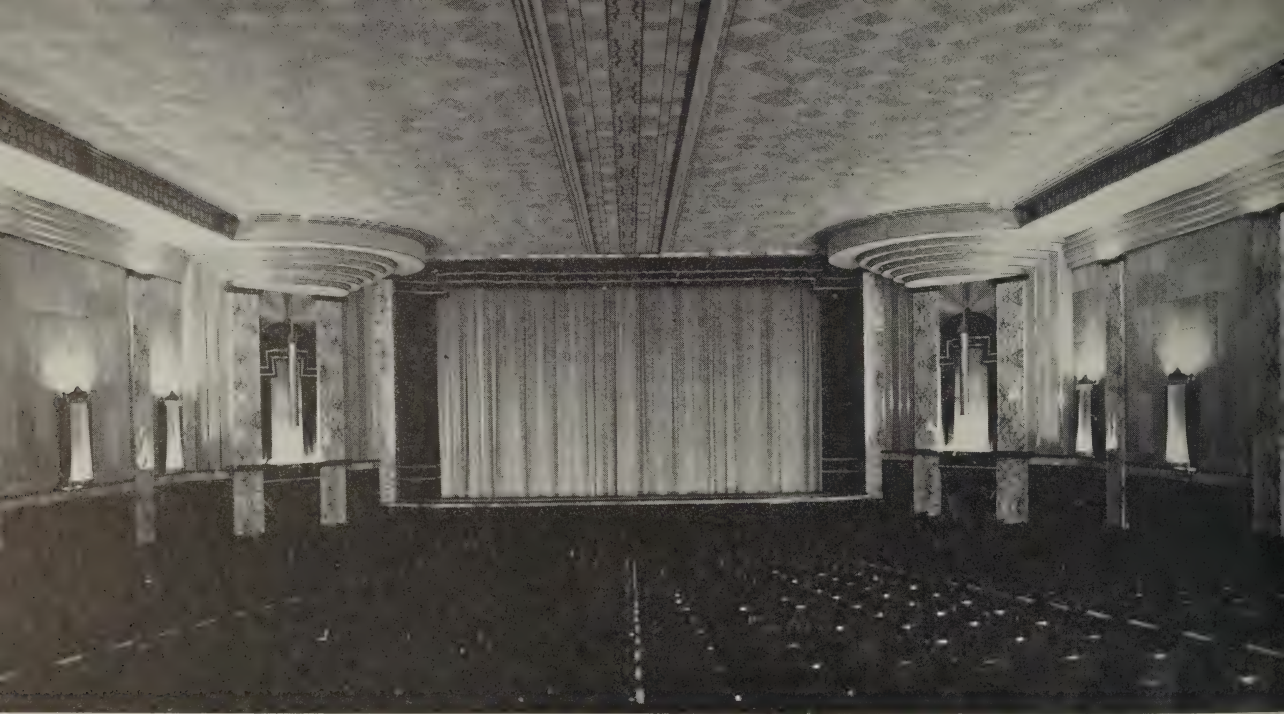
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- *There's beauty in simplicity. Cream Color Texture Finish Tile on the ceiling of this Cape Cod Tea Room harmonizes with the decorative scheme, insulates against the weather and keeps noise at a low level.*

- Modernized after hours! There need be no interruption of business when remodeling is done with Gold Bond Insulation Board. This swanky tap room in Newark, N. J., was dressed up without fuss or muss or annoying paint odors.





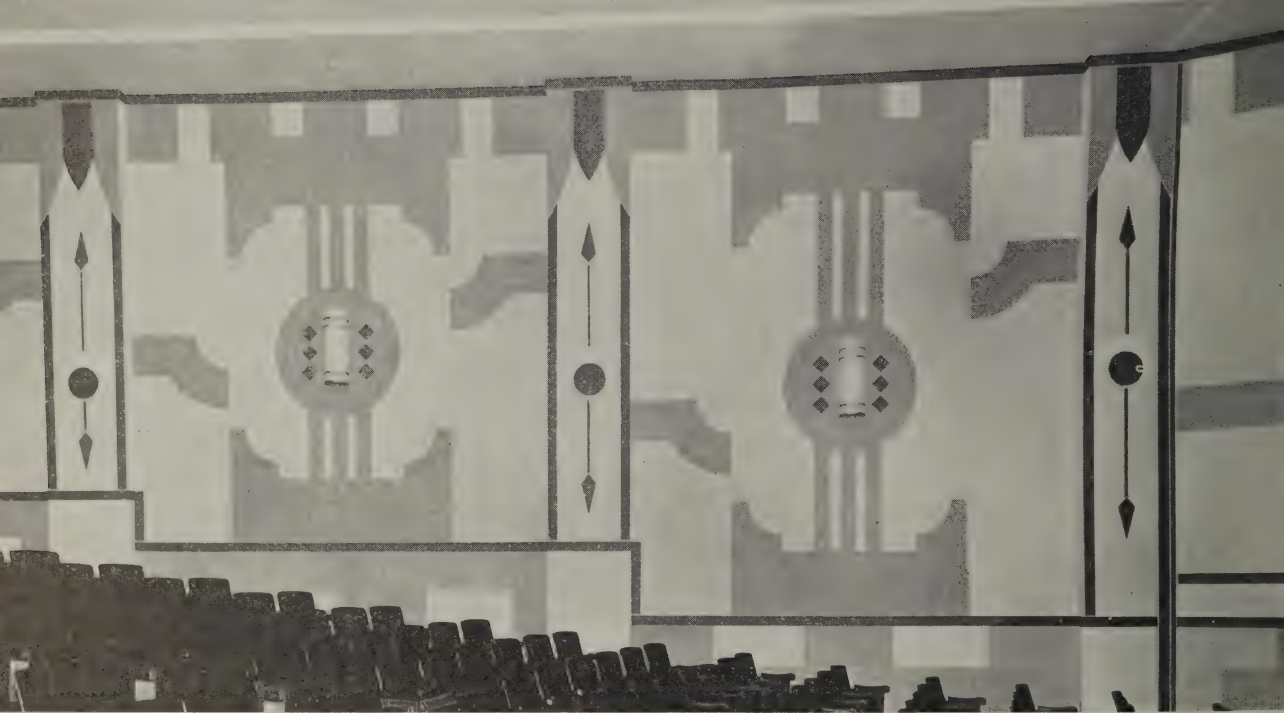
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● A "smash hit" . . . Gold Bond Insulation Boards for theatres! Eye-catching interiors like this one in Herrin, Ill., cut down fuel bills in winter, insure more efficient operation of summertime air-cooling units and provide enjoyable hearing conditions.



● *Modernizing with Gold Bond Insulation Boards has one advantage that instantly appeals to theatre-owners . . . work can be done "piece-meal," without interruption of business. For example, ceiling can be done one day, one wall the next, etc.*

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● *Wall detail of theatre, Sullivan, Ill. The architect for this job had the patrons' comfort in mind as well as economy when he selected Gold Bond. Distinctive in design, acoustically correct, insulated for the life of the building.*



● *Gold Bond Low Density Tile on the ceiling of this Buffalo, N. Y. roller rink, effectively solved a big noise problem. And, by checking excessive reverberations, full beauty was given to the organ music, with no overlapping of tones.*

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● *Bowling alleys, like many amusement centers, find that distinctive interiors attract more patrons. Here's a slick job done with Variegated Blends of Textured Tile on ceiling, Cream Color Plank on the walls. Quiet and completely insulated.*

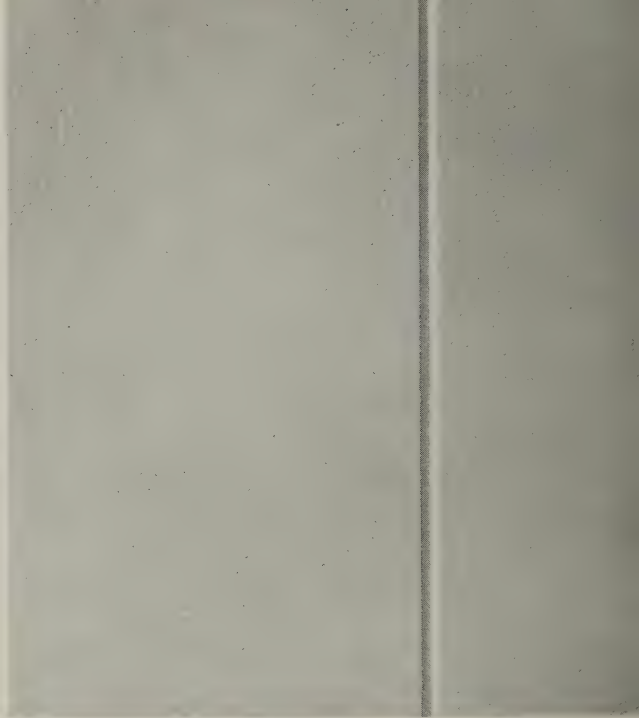


● *This auditorium in Hazleton, Pa., uses Textured Tile in Variegated Blends to add color to an otherwise severe decorative treatment. At the same time it provides more uniform temperatures the year around and better hearing conditions.*

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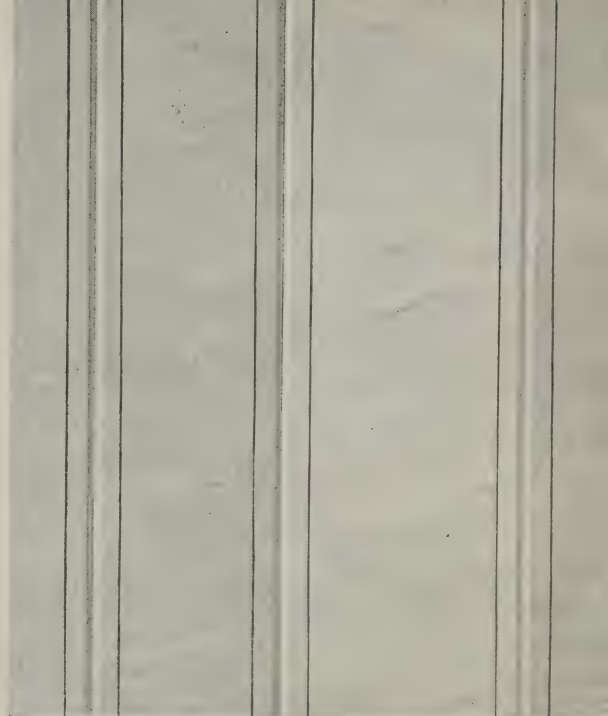
INSULATION TILE. Above, *Sanded Finish and Texture Finish applied alternately. See last page for description of colors and finishes. Two thicknesses: $\frac{1}{2}$ " and 1". V-Lap edges on all sides and beveled.*



INSULATION BOARD. *Cream color . . . three surfacings. Above, Fine Mat, showing how joints can be made part of the decorative scheme by beveling edges. Four thicknesses, ten sizes of panels.*



LOW DENSITY TILE. *Half-inch thick. Has double the sound absorption of most standard $\frac{1}{2}$ " insulation tile . . . costs no more! Brushed surface, cream color. Eight sizes. Also made 1" thick.*



INSULATION PLANK. *Cream color available in all standard finishes. Variegated Blends in Texture or Sanded Finish. Decorative bead, random-width packing optional. Half-inch thick. Long edges beveled, V-Lap.*



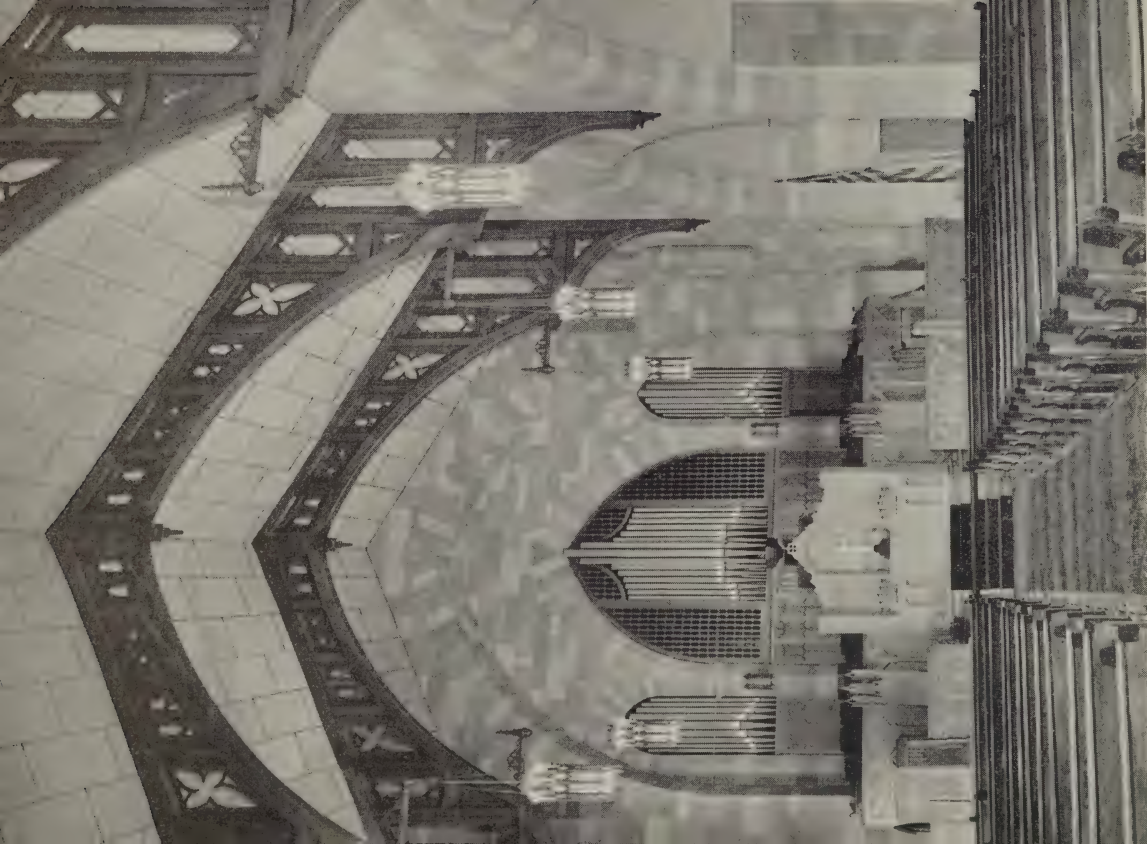
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● *Unusual cove ceiling treatment showing the versatility of Gold Bond Insulation Boards. Variegated Textured Tile with Cream Color borders. Another beautiful modernizing job with Gold Bond applied directly over old material.*



● *Church at Ebenezer, N. Y. A well-planned design, using Variegated Blends of Texture Finish Board, Tile and random-width Plank. Hearing conditions are right because sound reverberations are cut down and outside noises are absorbed.*

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- *Low Density Tile on the ceiling of this Cleveland, Ohio church permanently corrected an unpleasant bearing condition. And the rich, cream color harmonizes beautifully with the walls of Sanded Tile in Variegated Blends.*

- *A corner of the sanctuary in a Syracuse, N. Y. church. Note how the artistic Tile provides a pleasing background for the statues. Walls of Gold Bond Insulation Boards are easily cleaned with a dry rubber sponge.*





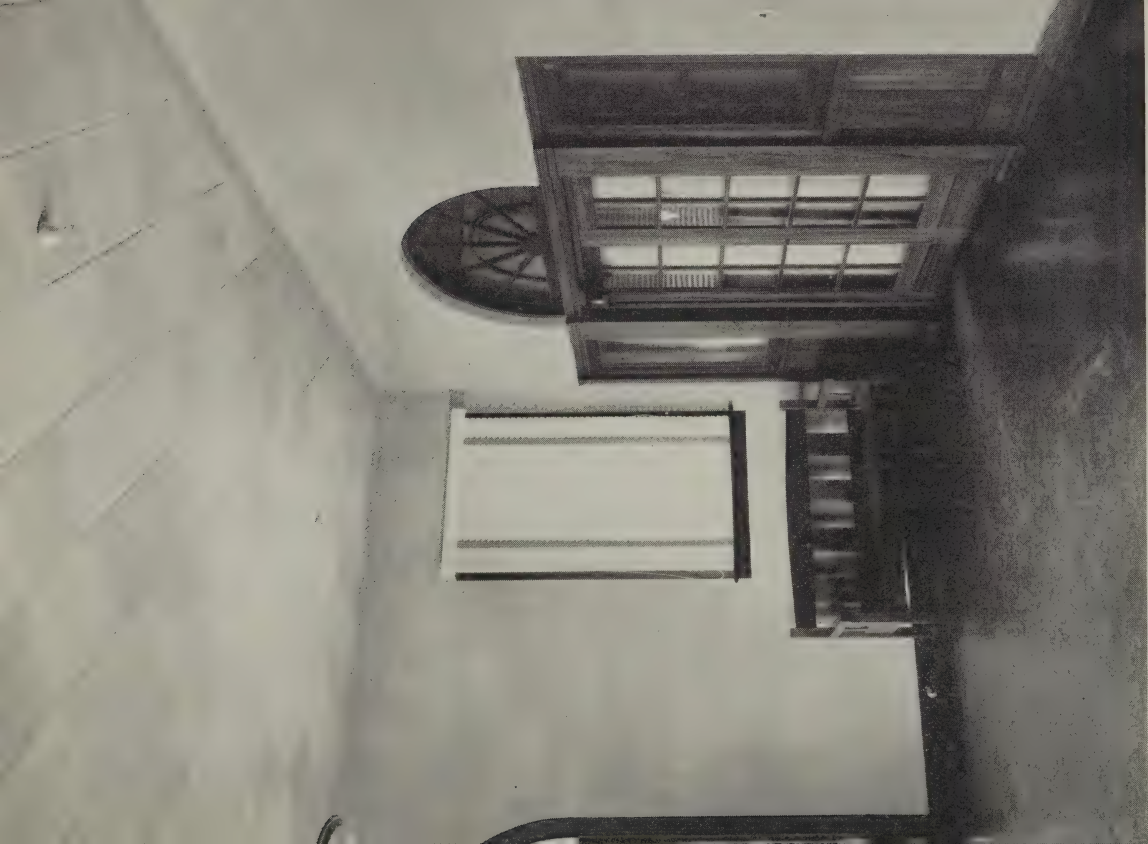
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● *"Well-displayed merchandise is half sold", says a prominent authority on store decoration. And here's a perfect example of modern styling in this Buffalo, N. Y., boot shop. Sanded Finish Tile on ceiling, Plank on walls.*



● Professional men especially appreciate the value of a quiet, good-looking reception room. This one in Pittsburgh, Pa., has Low Density Tile on the ceiling; random-width, Texture Finish Plank on the walls in Variegated Blends.

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- *First impressions are often lasting ones! A silent ambassador of goodwill is this Riverside, Cal., office reception room. Textured Tile and Board in Cream Color on the walls, ceiling of Low Density Tile for noise-quieting.*

- *Gold Bond Low Density Tile does more than bush noise—it insulates and, as shown in the office illustrated below, it decorates as well. The distinctive brushed finish in cream color requires no further decorative treatment.*





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● *No need to confine sound absorption to the "head office"! The inexpensiveness of Gold Bond Low Density Tile recommends it for use in the plant office as well, where noisy machinery often makes working conditions disagreeable.*



● *Colorful, Variegated Blends of Texture Finish Plank and Tile relieve the monotony of white fixtures in this Waukesha, Wis., super-market. Applied right over old walls; no paint or further decoration necessary. Insulates and quiets noise.*

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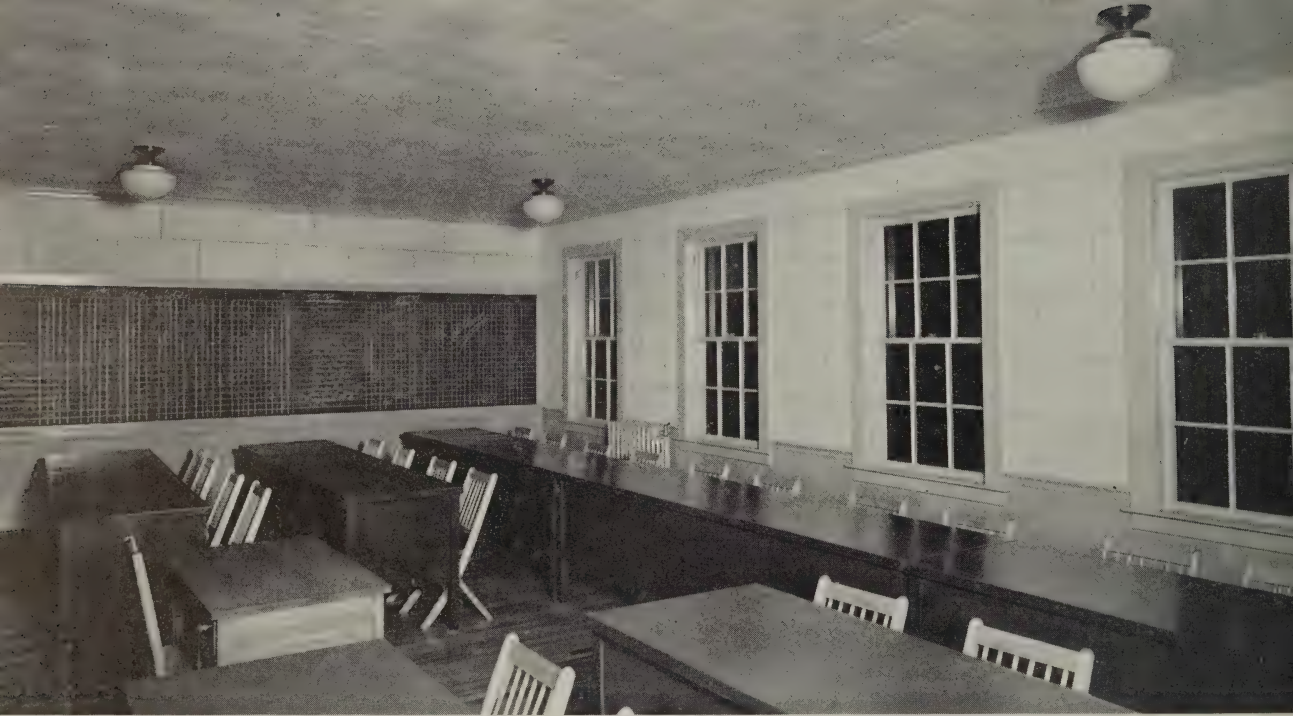
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● *Office, Johnstown, Pa., funeral home. To create a cheerful, but dignified atmosphere, the owner wisely chose Cream Color Texture Finish Plank for the walls. Texture Finish Tile in Variegated Blends on the ceiling adds a note of color.*



● *Modern furnishings call for smart, modern backgrounds. And Gold Bond makes them easy to obtain, economically. Many jobs can be done overnight or on week-ends . . . no interruption of business, no tell-tale paint odors. Beauty Parlor, S. Boston, Mass.*

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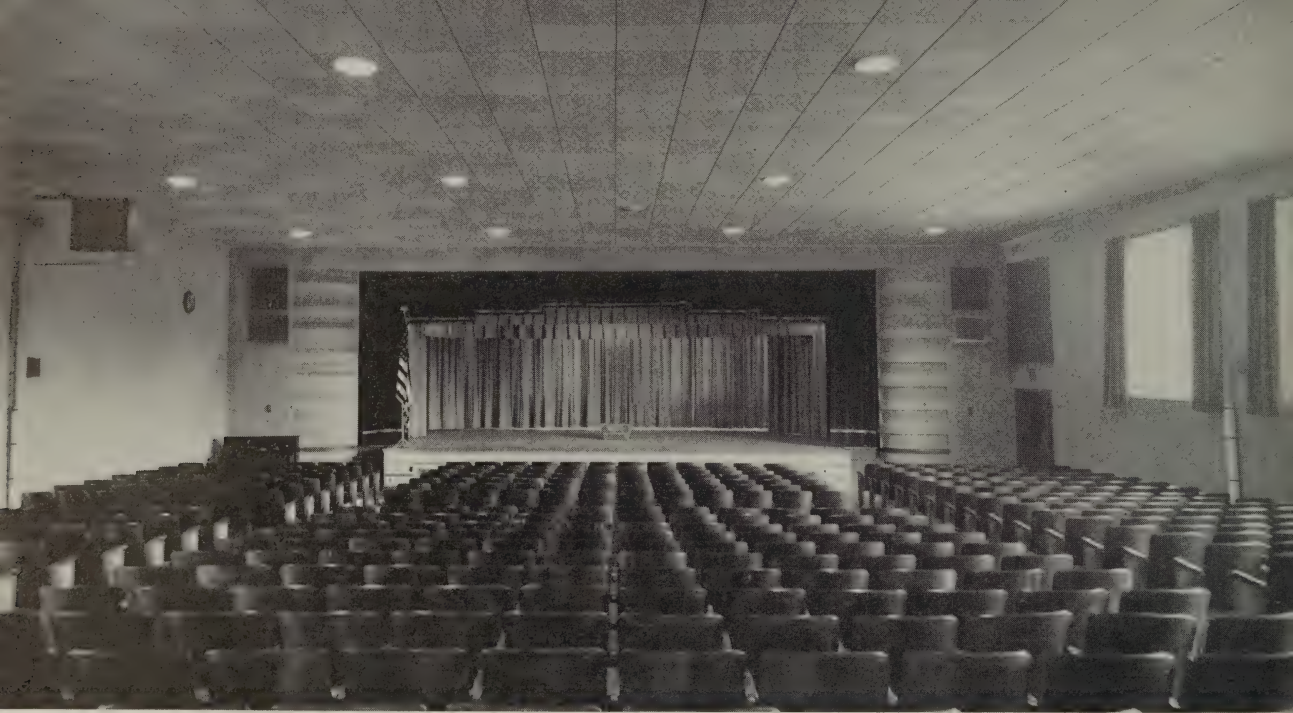
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● *Easy on the eyes . . . and the ears! This college classroom in Dudley, Mass., utilizes the 3-in-1 advantages of Gold Bond Insulation Boards to decorate, provide better hearing conditions and to insulate against the weather.*



● *Cream Color, Sanded Finish Tile on the ceiling provides plenty of glare-free light for pupils in this Burlington, Ky., schoolroom. The room is quieter and better insulated. Applied without disruption of classes . . . no muss or paint odors.*

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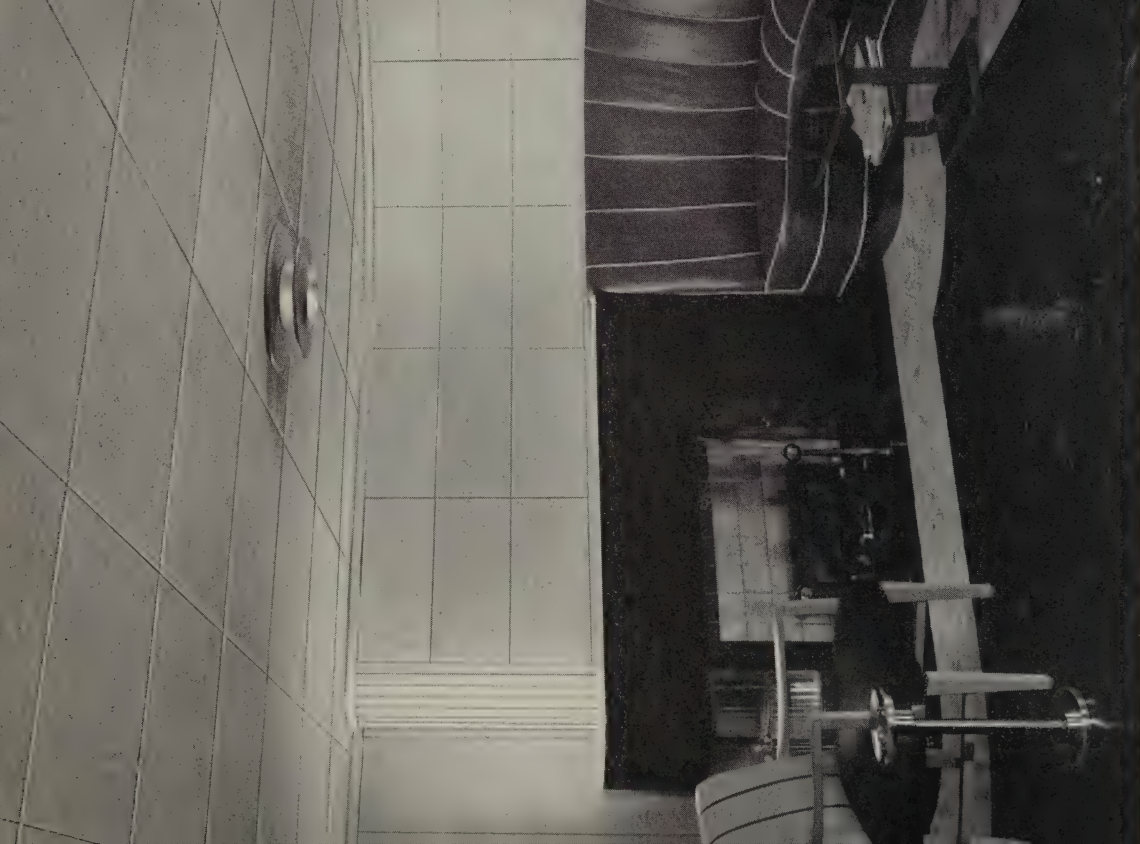
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● *By means of the exclusive Multi-Seal Process, greater resistance to expansion and warping is built into Gold Bond Insulation Boards . . . a feature especially important in large areas like the school auditorium ceiling pictured above.*



● Use Gold Bond Insulation Board to make attention-getting show windows! It's rigid, cuts without burrs or fuzzy edges and displays can be used many times. Easy to get distinctive designs by beveling, grooving or painting.

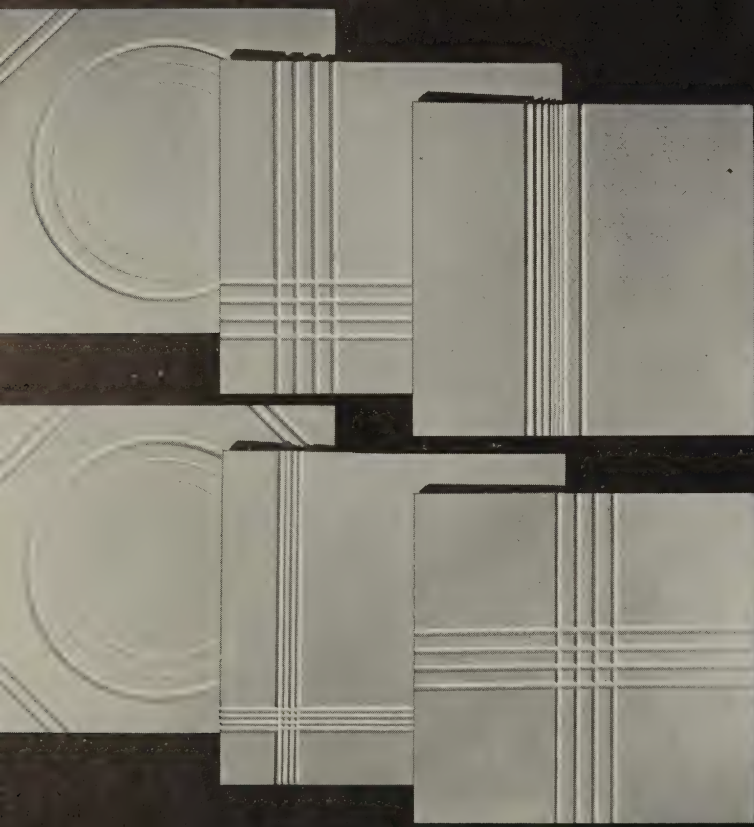
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● *Permanent Architects' Exhibit, Niagara Square, Buffalo. Here's a suggestion for a corner in an ultra modern apartment. Textured Tile and Plank in Cream Color on the walls, Low Density Tile on the ceiling.*

- *Permanent Architects' Exhibit, Buffalo. This might well be part of a cocktail lounge finished in the metropolitan manner. With Gold Bond Insulation Board, interiors like this are easy and inexpensive.*





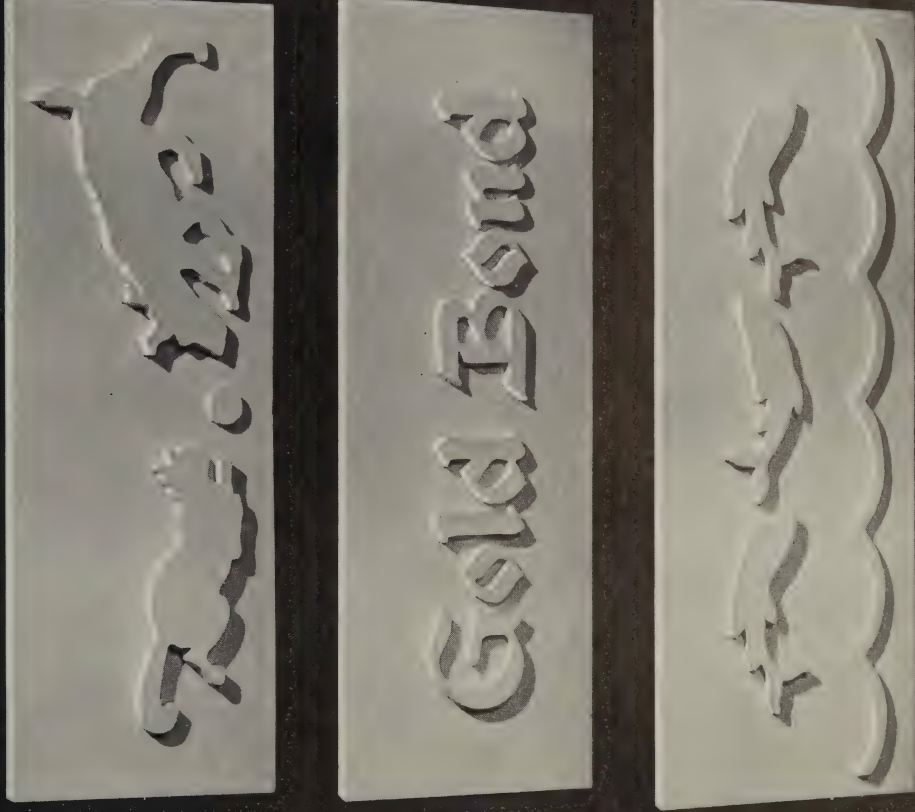
• GROOVING AND TOOLING.

With standard cutting tools such as the Bevil Devil (right), Stanley Cutter, etc., Gold Bond Insulation Board can be cut, grooved or beveled to create many individual decorative effects. Work is

simple and easy and, because this board is made with uniformly fine fibres, it cuts without burrs or fuzzy edges. Note clean, sharp edges on sample patterns above. Here's real proof of quality.



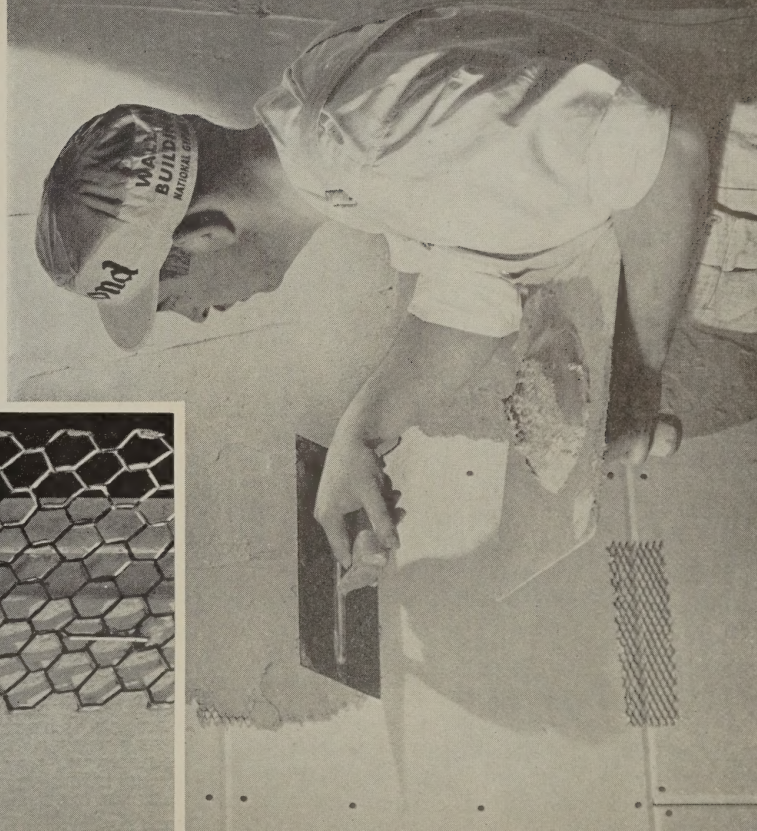
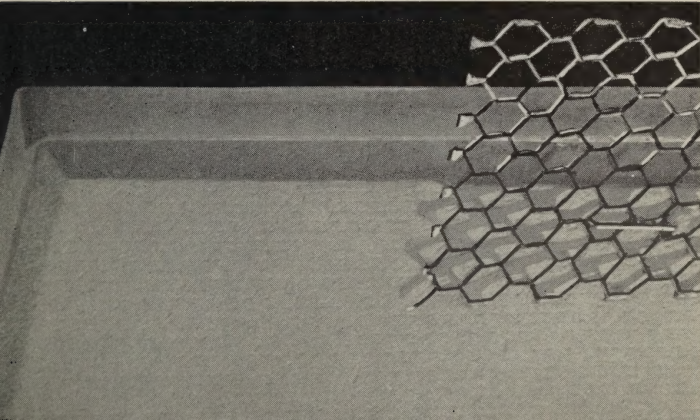
● **CUT-OUTS.** For decorative treatments in relief, the cut-out method is outstanding. With a Universal Cutawl (available at most display and sign shops) the design is cut completely through the board then pushed through from the back, part way so the finished effect on the front resembles embossing or carved work. Ideal for borders in taverns, etc., and for attention-getting window displays.





● **INSULATION SHEATHING.** Provides year 'round home insulation against heat, cold and dampness plus greater bracing strength. Costs approximately the same as old style wood sheathing. Fabricated by Gold Bond's exclusive "Multi-Seal" Process, then asphalt coated to provide extra resistance to moisture. Added insulation against radiant heat by an all-over coating of aluminum paint.

● **INSULATION LATH.** Made from same selected wood fibres as Gold Bond Insulation Board for extra resistance to moisture. Large 18" x 48" panels go up quickly, add rigidity to building, provide more comfortable room temperatures year 'round. No plaster wasted forming "keys" as with wood lath, yet bond is many times stronger! V-Lap edges beveled for extra plaster thickness at joints. Metal reinforcing optional . . . no extra charge.



Quick Facts About **GOLD BOND INSULATION BOARDS**

Made by the exclusive "Multi-Seal" Process, from select, "live", southern hardwoods. No waste material of any kind is used. Individual fibres are specially treated to resist warping and expansion. Decorates, insulates, quiets noise.

STANDARD BOARD. Three standard surface finishes: Fine Mat, Sanded and Texture, all in cream color, square edges. Thicknesses: $\frac{1}{2}$ ", 1", $1\frac{1}{2}$ ", 2"; Sizes: 4' x 4', 6', 7', 8', 9', $9\frac{1}{2}$ ', 10', 12', 14', 16'.

TILE. Half-inch tile furnished in Fine Mat, Sanded or Texture Finish, cream color; and either Sanded or Texture in Variegated Blends of Cream, Tan, Indian Buff, Gray. One-inch thickness in Fine Mat, cream color only. Sizes: 12" x 12", 16" x 16", 12" x 24", 24" x 24", 16" x 32", 16" x 48", 18" x 48", 24" x 48". V-Lap, beveled edges all sides.

LOW DENSITY TILE. Has double the sound absorption of most standard $\frac{1}{2}$ " insulation tile, costs no more! Brushed surface, cream color, with beveled, butt edges four sides. Same sizes as standard tile— $\frac{1}{2}$ " thickness. Also made 1" thick—12" x 12", 16" x 16", 12" x 24" only.

PLANK. Same surface finishes as standard tile. Cream color and variegated blends. Beveled V-Lap edges long sides; ends square. With or without decorative bead. Widths: 6", 8", 10", 12", 16". Lengths: 6', 8', 9', 10', 12'— $\frac{1}{2}$ " thick. Random-width packing if desired.

INSULATION LATH. Insulates as it builds. Convenient 18" x 48" panels go up quickly . . . add structural strength. Beveled V-Lap edges insure extra plaster thickness at joints. Thicknesses: $\frac{1}{2}$ ", $\frac{3}{4}$ ", 1".

EXTERIOR SHEATHING. Coated with asphalt, then aluminum painted. Insulates, provides greater bracing strength. Sizes in $\frac{2\frac{5}{8}}{32}$ " thickness: 4' x 7', 8', $8\frac{1}{2}$ ', 9', $9\frac{1}{2}$ ', 10', 12', square edges. Also 2' x 8' panels with ship-lap edges on long sides.

FREE TO CONTRACTORS. Your Gold Bond Dealer will be glad to supply you with samples of Gold Bond Insulation Boards. Or write direct.

NATIONAL GYPSUM COMPANY, BUFFALO, N. Y.

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LIME • PAINT • HARDBOARDS

INSULATION BOARDS, LATH AND SHEATHING

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